



David A. Clarke Jr.
Sheriff

Milwaukee County Office of the Sheriff

NEWS RELEASE

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**FOR IMMEDIATE RELEASE
December 29, 2010**

Sheriff Clarke to Announce New Year's Eve Drunk Driving Enforcement Plan

Milwaukee, WI – Sheriff David A. Clarke Jr. will announce his New Year's Eve drunk driving enforcement plan at a news conference on Thursday, December 30 at noon at the Downtown Transit Center.

Sheriff Clarke will be accompanied by representatives from MillerCoors and the Milwaukee County Transit System (MCTS) who are partnering on the Miller Lite Free Rides program. The free rides on New Year's Eve provide a safe alternative to getting behind the wheel and driving drunk.

Also attending will be the families of the victims of the tragic drunk driving crash in which a woman, her unborn child and her 10-year old daughter were killed in 2008. Dr. Mark Benson was sentenced last year to 30 years in prison for the crash that killed three people and injured two children.

DATE: Thursday, December 30, 2010

TIME: Noon

**LOCATION: Downtown Transit Center lobby
909 E. Michigan Street**

Note: More details on the Miller Lite Free Rides can be found at MillerLiteFreeRides.com, or by calling 1-800-FREE-RIDES (1-800-373-3743), or texting RIDE to 30364.

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